



Conference Bridge Number: (605) 475-4261

Access Code: 434249812

AARC Webinar - December 15, 2010

11:30am - 12:30pm (Eastern)

Synopsis: Does your community understand the economic value of attracting newcomers? Retirees? Do you want to learn how one small city spends \$55,000 per year and attracts \$25,000,000 in annual economic impact? Hear from Jeff Fleming, Assistant City Manager for Development in Kingsport, Tennessee (Population = 47,356 (City), 153,210 (County) and 302,997 (MSA)). Kingsport is located on the Tennessee-Virginia border at I-81/I-26 one hour from Asheville, NC, 1 ½ hours from Knoxville/Smoky Mountains, and 2 ½ hours from Virginia Tech

www.MoveToKingsport.com

Kingsport, Tennessee



Jeff Fleming, AICP

Assistant City Manager for Development

JeffFleming@KingsportTN.gov

www.facebook.com/jeff.fleming.kingsport

Ohio River



60 mi
60 km



Virginia

Bristol

Johnson City

North Carolina

South Carolina

Columbia

Atlanta

Savannah

Lake Barkley

Nashville

Nashville

Franklin

Duck River

Columbia

Tennessee

Tim's Ford Lake

Sevierville

Chattanooga

Lookout Mountain

Tennessee River

Alabama

Cumberland Plateau

Knoxville

Maryville

Tennessee River

Athens

Cleveland

Lake Chickamauga

Cherokee Lake

Clinch River

Morristown

Valley

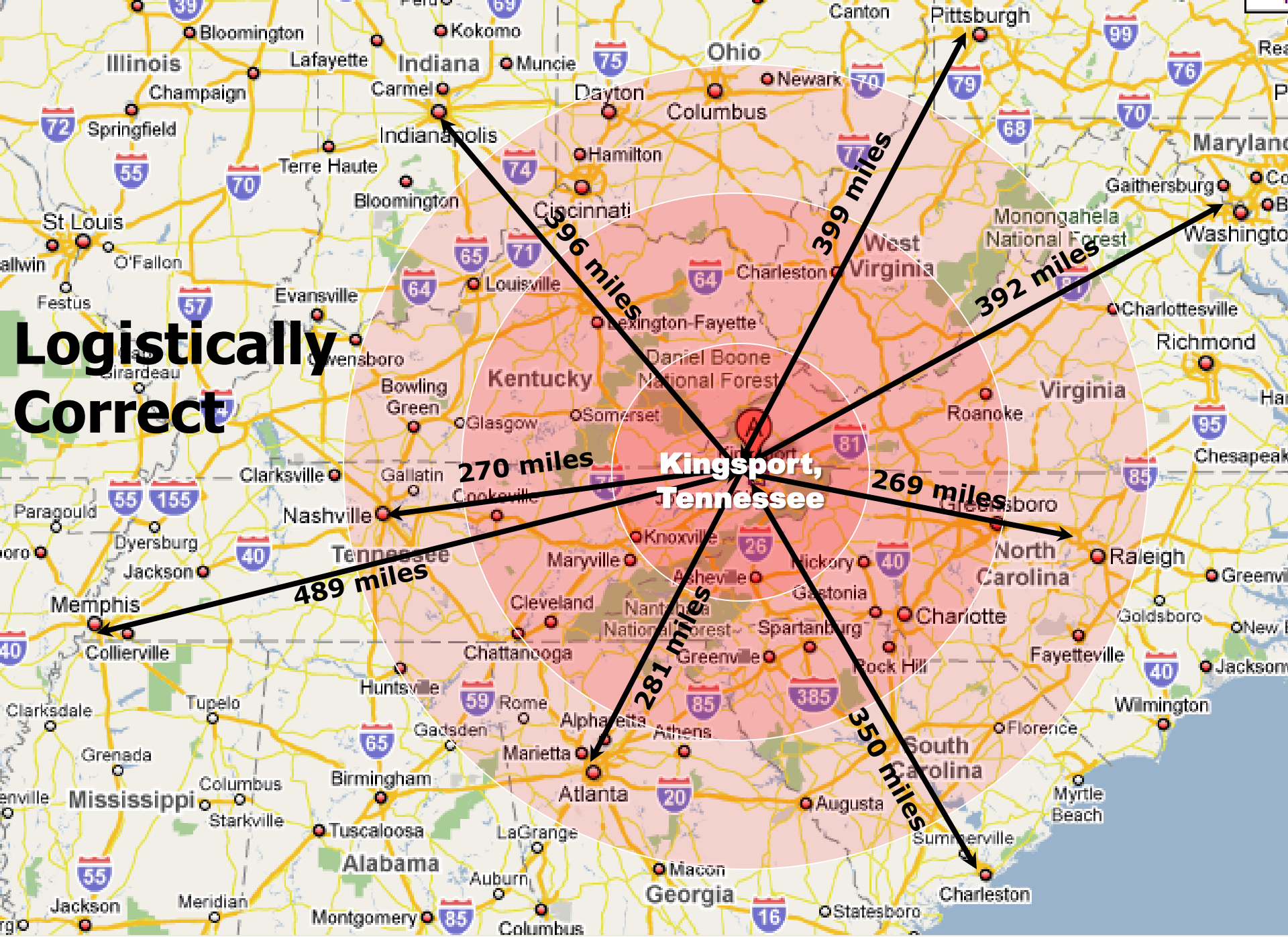
Great Smoky Mts. N.P.

Clingmans Dome

Smoky Mts.

Valley

**Logistically
Correct**



Kingsport is...

the largest city in Tennessee's 5th Largest Metro



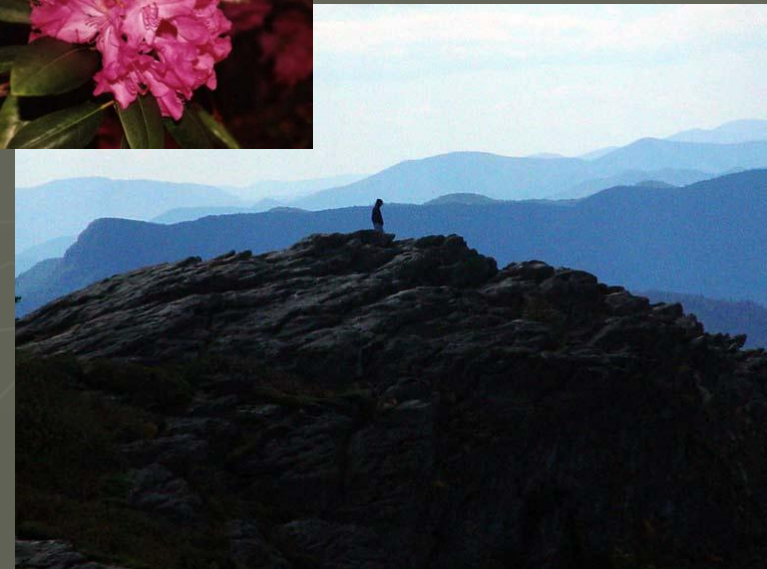
Nashville-Murfreesboro-Franklin, TN	1,550,733
Memphis, TN-MS-AR	1,285,732
Knoxville, TN	691,152
Chattanooga, TN-GA	518,441
Kingsport-Bristol, TN-VA	304,689
Clarksville, TN-KY	261,220
Johnson City, TN	195,849
Morristown, TN	135,914
Jackson, TN	112,685
Cleveland, TN	112,143
Cookeville, TN	102,982
Sevierville-Pigeon Forge-Gatlinburg, TN	84,835

Census Bureau, Metropolitan Statistical Area: July 1, 2008

<i>Knoxville, TN</i>	<i>691,152</i>
<i>Greenville, SC</i>	<i>624,715</i>
<i>Chattanooga, TN-GA</i>	<i>518,441</i>
<i>Asheville, NC</i>	<i>408,436</i>
<i>Kingsport-Bristol, TN-VA</i>	<i>304,689</i>
<i>Charleston, WV</i>	<i>303,944</i>
<i>Roanoke, VA</i>	<i>298,108</i>
<i>Huntington, WV</i>	<i>284,234</i>
<i>Spartanburg, SC</i>	<i>280,738</i>
<i>Johnson City, TN</i>	<i>195,849</i>
<i>Charlottesville, VA</i>	<i>194,391</i>
<i>Anderson (Clemson) , SC</i>	<i>182,285</i>
<i>Blacksburg (Virginia Tech)</i>	<i>158,328</i>

Census Bureau, Metropolitan Statistical Area: July 1, 2008

Kingsport is...
the largest city in the
5th Largest Metro in
America's
Mountain South



Kingsport's settlement pre-dates the State of Tennessee by 35 years

1761 - British Fort Robinson (later taken by U.S. and renamed Fort Patrick Henry)

1779 - Sullivan County, NC (later TN) formally established

1784-1789 The Lost State of Franklin

1796 - Tennessee statehood from North Carolina

1822 - "Old" Kingsport incorporated

1861-1865 - American Civil War

1865-1877 Reconstruction

1914-1918 World War I

1917 - "New" Kingsport incorporated (nearly 100 years after "Old" Kingsport)

2010 = 249 years after original settlement



Kingsport (1917)

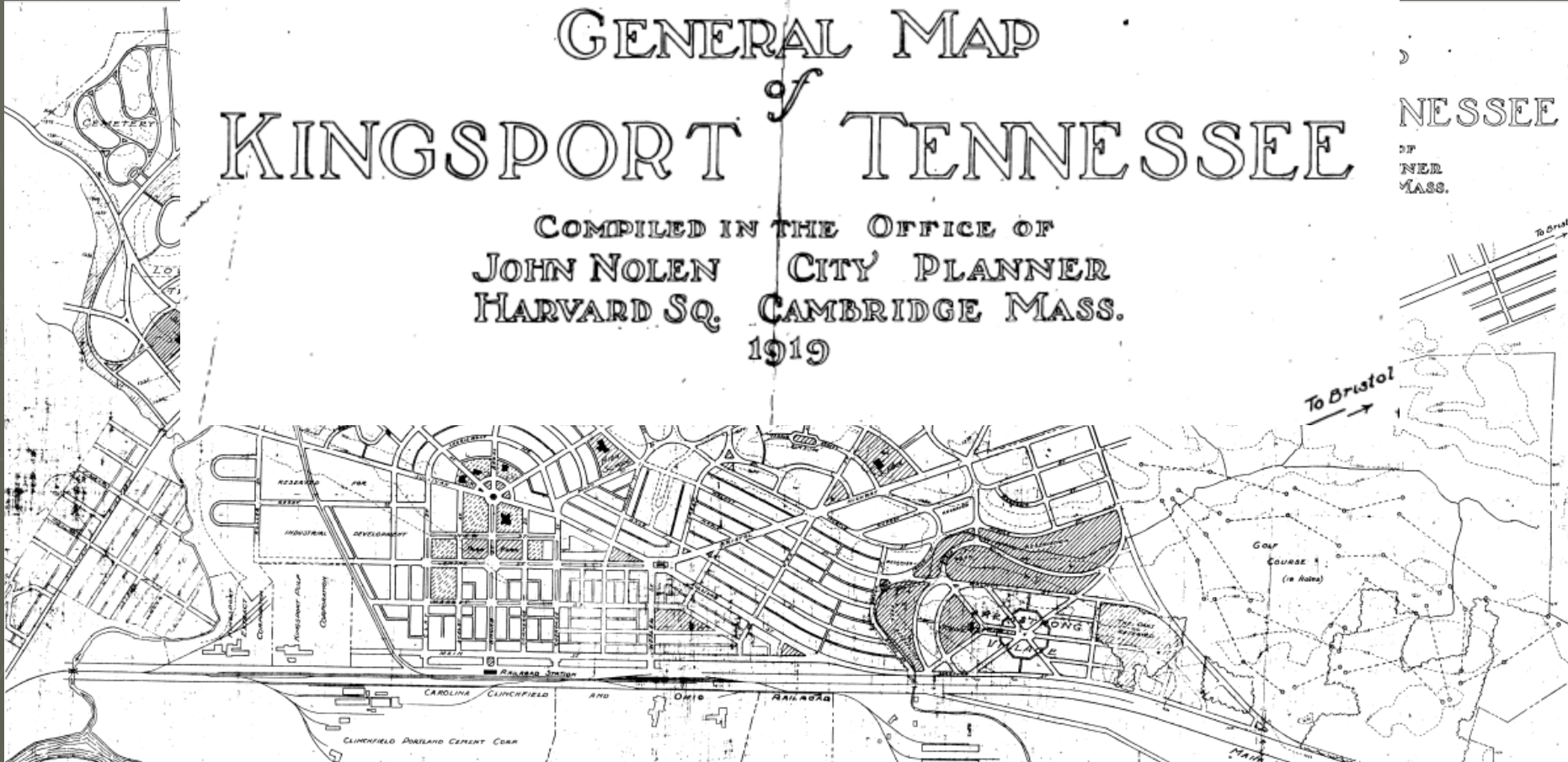
A John Nolen planned city

GENERAL MAP of KINGSPORT TENNESSEE

COMPILED IN THE OFFICE OF
JOHN NOLEN CITY PLANNER
HARVARD SQ. CAMBRIDGE MASS.
1919

NESSEE
OF
NEW
MASS.

To Bristol



Where We Were

The 1999 Economic Summit

Six Major Non-Traditional Economic Development Initiatives

- Higher Education (Educate & Grow)
- **Recruit people** (educated with income)
 - Retail amenities
 - Accessibility (airport)
 - Quality of life amenities
 - Commitment to education
- Small business & entrepreneurs
- Public arts, sculpture, music, cultural amenities
- Leisure/hospitality/sports tourism
- Redevelopment (inc. downtown)



Broad Street Redevelopment
Concept Plan 2001

Where We Are Now

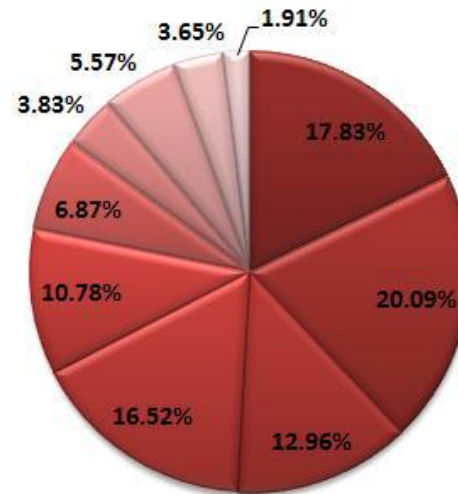
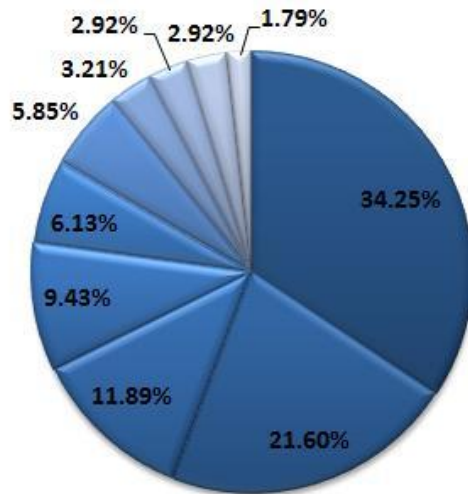
DIVERSIFICATION

9,000 **Net** New Jobs

Employment in Kingsport MSA

1990

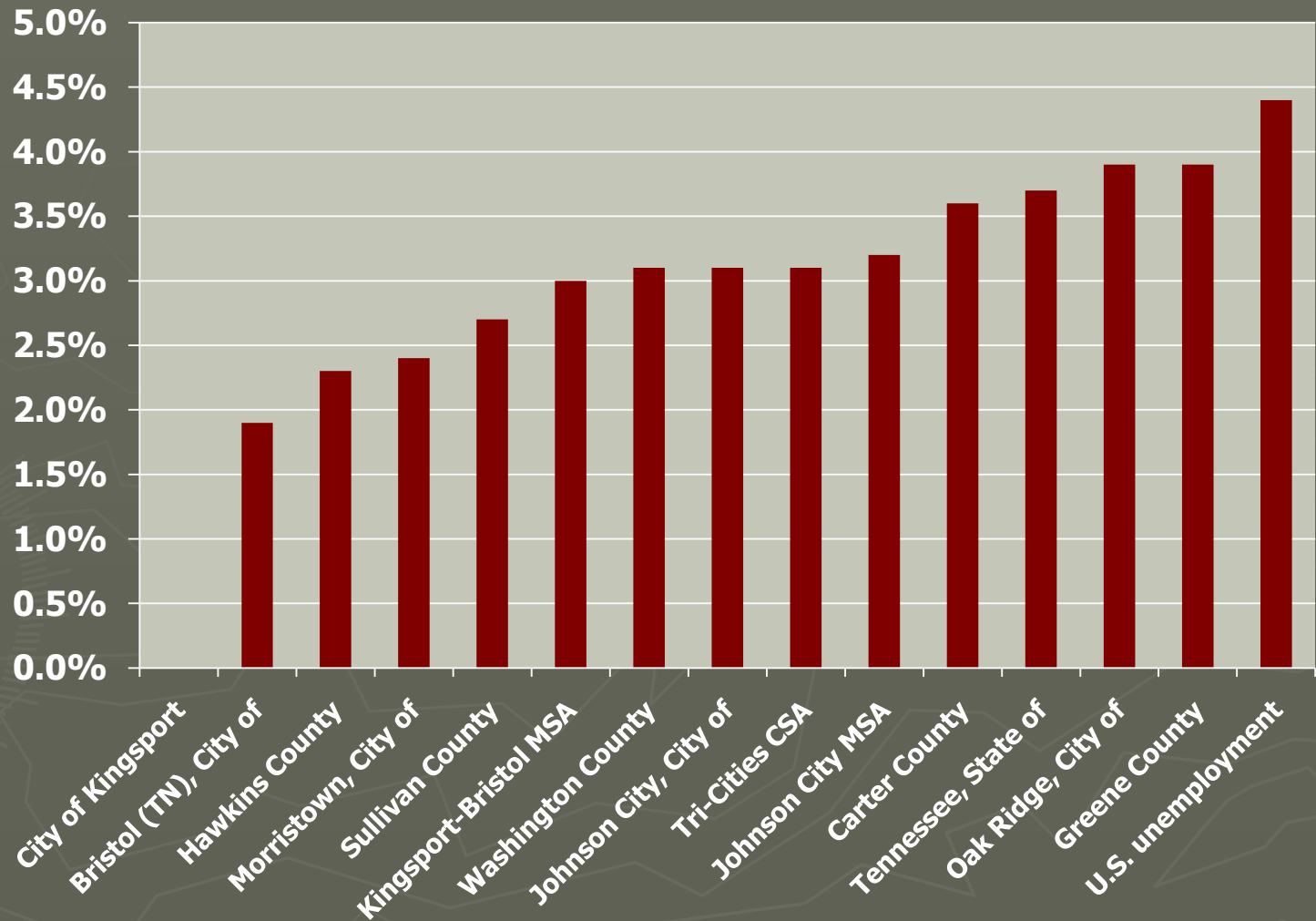
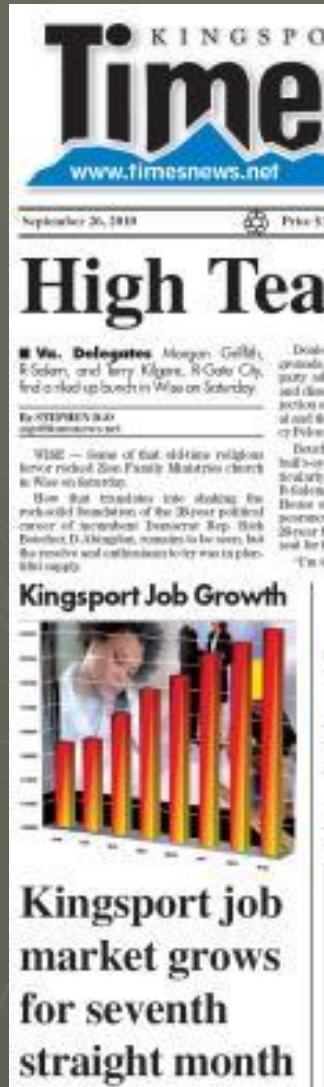
2010



NORTHEAST TENNESSEE

Change in Unemployment Rate During the "Great Recession"

Source: Tennessee Department of Labor and Workforce Development (updated July 2005 compared to July 2010)





OFFICIAL RELOCATION GUIDE

THE FACTS

CAREERS

FAMILIES

HOMES

ACTIVITIES

What Are You Looking For?

SEARCH

[CONTACT US](#) - or - Call 423-392-



MEET OUR NEIGHBORS - Select an image and we'll introduce you to some of those who call Kingsport their new home.

2008 Best Walking City

- Walk Magazine



**A community like no other
... and we'll prove it!**

Sign the Guestbook and we'll get started to help you [FIND A JOB](#), [FIND A HOME](#) and discover a new life in Tennessee's bright spot.

Get Started Now



Tennessee's Bright Spot

Offering a dynamic combination of pristine beauty and cutting-edge technology, the city of Kingsport is a beacon of hospitality in an

Kingsport Just For You...

Select a preference below for custom information related to your interests in our community. It's Kingsport just for you...

Top Destinations - Must See

Ride The Bus!

It's almost as good as being there yourself. Ride the Downtown Kingsport Tour Bus with Chad

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Business

Sports

Tech • Science

Living

Travel

Health

TV News

Opinions

Weather • Local

Shop@MSNBC

MSN.com

QwestDex

online yellow pages

Find a Local Business

The Top High Schools

A Web-exclusive extended list of the nation's top high schools

Read more at: <http://www.newsweek.com/id/39380/?s=kingsport>

Only 8 Tennessee Schools made the list:

Dobyns-Bennett (Kingsport)

Farragut (Knoxville area)

Collierville (Memphis area)

Ravenwood (Nashville area)

Hillsboro (Nashville)

Brentwood (Nashville area)

Hume-Fogg Academic (Nashville)

Martin Luther King Academic Magnet (Nashville)

82 Virginia schools made the list – Patrick Henry (Roanoke) being closest

52 NC schools made the list – Roberson (Asheville) being closest

19 SC schools made the list – with 12 being in the Upstate

11 KY schools made the list – with none in Southeast Kentucky

3 WV schools made the list – all in the Charleston metro area

Higher Education Initiative

Northeast State, University of Tennessee, King College, Lincoln Memorial University



2 years free tuition to H.S. graduates

Childcare

Public Transit

\$17 million local capital funding

2,100 students

2002 – Applied Technology

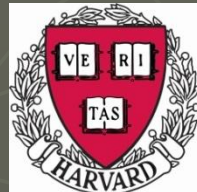
2008 – Health Professions

2009 – Higher Education

2009 – Advanced Manufacturing

Future – Automotive Tech

*First LEED certified, publicly funded
green higher education building in
Tennessee*





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Connections!*

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Tri-Cities Regional Airport

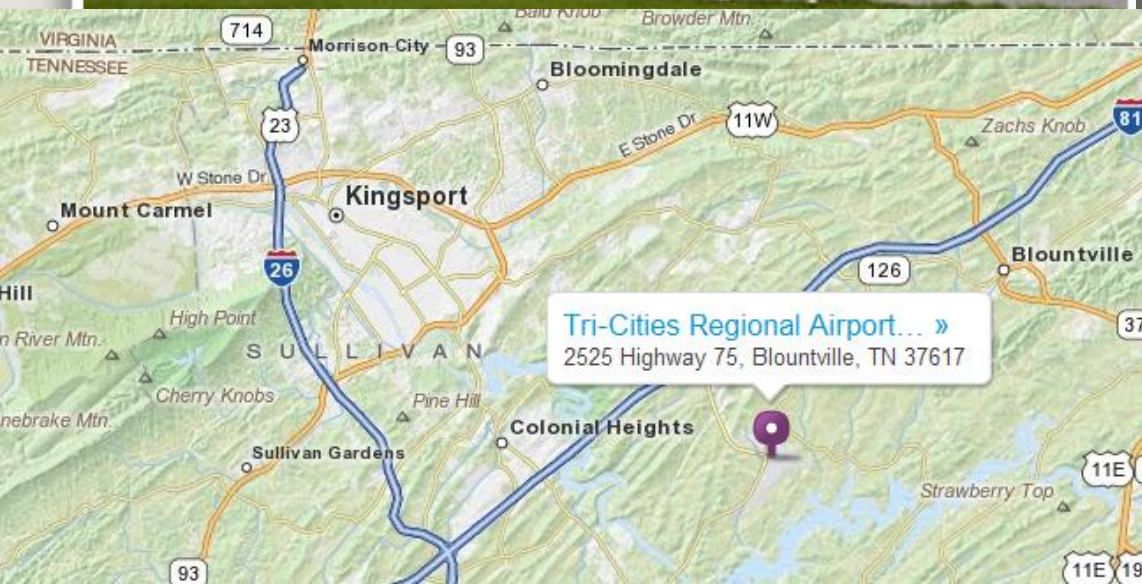


a world-class airport - right here at home

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**Direct flights to
6 Cities:**

**Atlanta
Charlotte
Chicago
Detroit
Orlando
St. Pete/Clearwater**



**Closest Neighboring Airports:
TRI-Asheville (90 miles)
TRI-Knoxville (112 miles)**

Variety of Housing Choices



Built: 1928, 5 BR, 2570 sf
\$309,900 (\$3,154 taxes)



Built: 2006, 4 BR, 2768 sf
\$294,500 (\$2,997 taxes)



Built: 1996, 5 BR, 6674 sf
\$699,900 (\$7,123 taxes)



Built: 2009, 3 BR, 1963 sf
\$199,900 (\$2,034 taxes)



Built: 2008, 3 BR Attached Home
2174 sf \$239,900 (\$2,441 taxes)



Built: 2008, 2BR Patio Home
1744 sf \$199,900 (\$2,034 taxes)

San Francisco



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Home/Co-Op



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Location

San Francisco, CA

Featured Homes

◀ Page 2 of 15 ▶



San Francisco, CA

\$670,000

2 Bed, 2 Bath



San Bruno, CA

\$238,888

1 Bed, 1 Bath

Back on the Market



San Francisco, CA

\$488,000

3 Bed, 2 Bath




San Francisco County, CA

\$499,000

4 Bed, 3 Bath

Alexandria, Virginia



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Homes For Sale
Alexandria, VA

Single Family Home ×
Condo/Townhome/Row Home/Co-Op ×


☆ Save Search

Refine Your Search


Location
Alexandria, VA


Featured Homes

Page 1 of 20




Alexandria, VA
\$559,900
3 Bed, 3 Bath







Just Listed
Alexandria, VA
\$345,000
3 Bed, 2 Bath



Price Reduced
Arlington, VA
\$225,000
1 Bed, 1 Bath



Open House
Alexandria, VA
\$699,000
3 Bed, 2 Bath



These stores have joined the Kingsport market since 2005



AspenDental®

FLEET FEET
Sports

KOHL'S

 **dressbarn**

LANE BRYANT

 **DUNKIN'**
DONUTS

stir fry cafe

EVERY SEASON STARTS AT

DICK'S
SPORTING GOODS



LOWE'S

**SHOE
CARNIVAL**



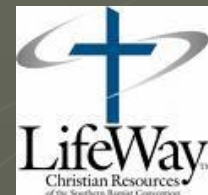
Belk
All For You!



BAM!
BOOKS-A-MILLION
shop online at booksamillion.com

 **Target.**

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LOBBY**
OPEN EVERYDAY



ROSS
DRESS FOR LESS



Pier 1 imports



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T.J. maxx

Michaels
Imagine.™

I TOOK THE
HANDMADE
PLEDGE
BUYHANDMADE.ORG

...and unique, local shops



the Barefoot
Chameleon
"Usually Barefoot ... Always Changing!"


BONE FIRE
SMOKEHOUSE



kaffe blue




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GROCERY & DELI
423-578-7778



stir fry cafe


finer things for her



Babycakes

Cupcake Boutique
The craving never ends...




RAINBOW'S END
FLORAL SHOP
"The Freshest, Friendliest
Flowers Around!"
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MeadowView

Marriott's award-winning mountain resort



**\$30 million expansion
completed December 2010
6 minutes from Downtown**



**\$88,321,240 in spin-off private
taxable investments**

(1998-2009 Sullivan Co Public Tax Records)



April 1, 2008

**The 1 year increase from 2008-2009 (\$22,576,400) was greater
than the total property value in 1998 (\$22,496,860)**

Downtown Kingsport Renaissance

\$37,666,900 in private taxable investment (1998-2009), a 70% increase in 11 years

Excluding churches, hospital, higher education (an additional \$129,000,000)

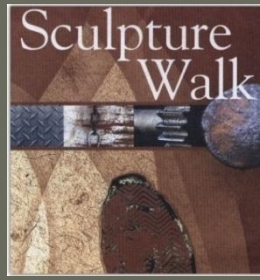


Photo Courtesy:
The Creative Team Agency

Measuring the Results

Why do we measure?

Malcolm Baldrige Quality Award

Everything you measure doesn't count.
Everything that counts, can't be measured.

Sources of Measurement

Pros and Cons

► Sources

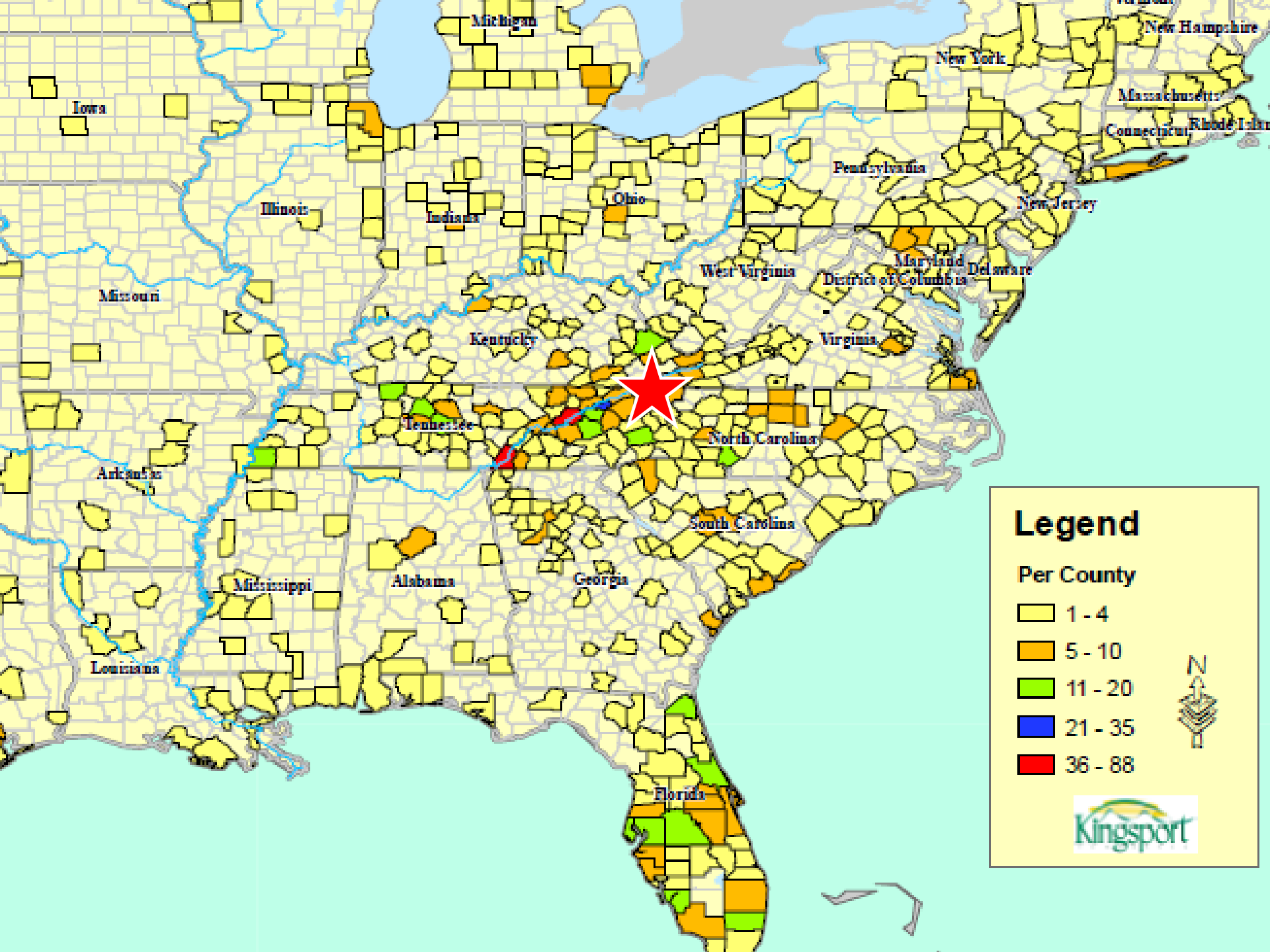
- Local data
- State data
- Federal, Census
- Universities

► Pros

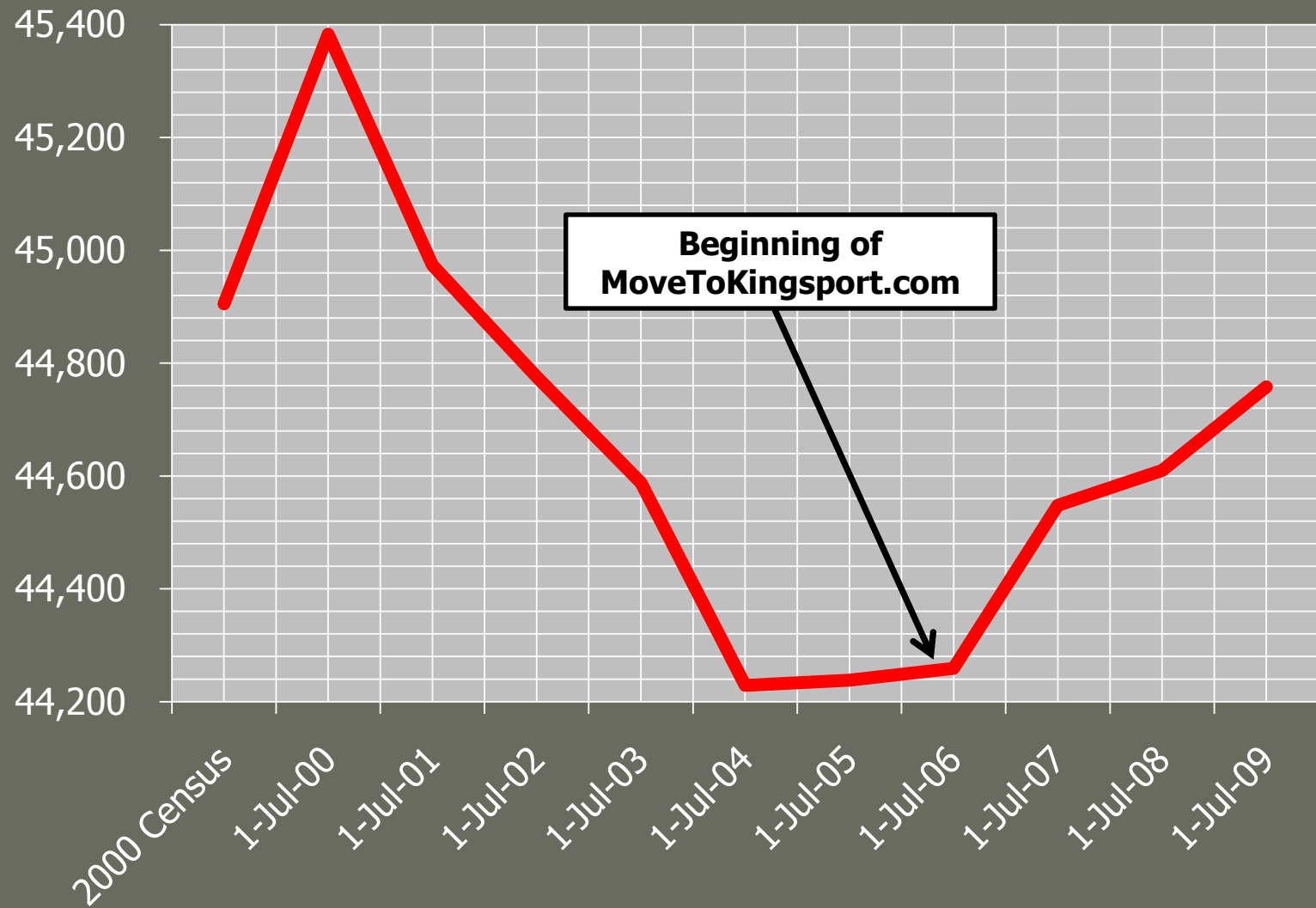
- Local control
- Utility records
- Retail sales
- Building permits
- Credible, trusted
- Credible, trusted
- Regional, national trends
- Scholarly analysis

► Cons

- May not have access
- Assumes meters
- No external comparables
- Usually only counties or larger cities
- Border counties
- Inconsistent geographies
- Varying time frames (quarterly, annual)
- Lag time



City of Kingsport Population



Annual Economic Impact of Newcomers

An example of Kingsport, Tennessee

- ▶ 444 *net* new residential water connections (July 1, 2006 – October 31, 2010)
- ▶ Census average = 2.3 persons per household
- ▶ $444 \times 2.3 = 1,021$ new residents (with City water/Sullivan County/Kingsport zip code)
- ▶ \$25,000 economic impact per year per person (UNC Wilmington, 2010)
- ▶ $\$25,000 \times 1,021 = \mathbf{\$25,525,000}$
 - Consuming services and creating demand for jobs in medical, pharmacy, finance, insurance, real estate, food, retail, etc.
 - Not a bad return on investment for \$55,000 annual budget for “Move To Kingsport” program

Utility Records

Description	Fiscal Year 2007	Fiscal Year 2008	Fiscal Year 2009	Fiscal Year 2010	Fiscal Year 2011
RELOCATIONS OR TAPS	742	744	723	688	755
FIRST TIME TAP	60	90	48	25	29
RELOCATIONS TENNESSEE REGION (WITHIN 35 MILES - EXCLUDING KINGSFORT ZIP CODES)	126	116	135	138	162
RELOCATIONS TENNESSEE OUTSIDE REGION (MORE THAN 35 MILES)	24	30	31	26	23
RELOCATIONS WITHIN KINGSFORT ZIP CODES	416	398	387	400	409
RELOCATIONS VIRGINIA INSIDE REGION (WITHIN 35 MILES - EXCLUDING KINGSFORT ZIP CODES)	25	19	31	34	33
RELOCATIONS VIRGINIA OUTSIDE REGION (MORE THAN 35 MILES)	7	5	4	9	7
OTHER STATE BREAKDOWN	84	86	87	56	92
ALASKA	1	0	0	1	0
ALABAMA	0	1	1	0	2
ARKANSAS	0	0	2	0	0
ARIZONA	2	3	1	3	0
CALIFORNIA	3	5	2	2	1
COLORADO	1	1	1	0	1
CONNECTICUT	1	0	0	1	0
DISTRICT OF COLUMBIA	0	0	1	0	0
DELAWARE	2	0	0	0	1
FLORIDA	20	15	12	5	12
GEORGIA	2	5	8	4	5
HAWAII	1	0	0	0	1
IOWA	0	0	0	1	0
ILLINOIS	3	2	0	1	2
INDIANA	2	1	4	1	1
KANSAS	0	1	0	1	2

Home Insert Page Layout Formulas Data Review View

Cut Copy Paste Format Painter Clipboard

Calibri 10 A A B I U Font

Wrap Text Merge & Center Alignment

General \$ % , .00 .00 Number

Conditional Formatting Format as Table Cell Styles Styles

	A	B	C	E	F	G	H	I	J	M	N	O	P
1	ALBNCD	CINAME	CISTAT	LMAD	ASANTX	ASCI CD	LMLCZP	UTAI D2	UTIORO	RYY	RMM	RDD	
2	IN	BOCA RATON	FL	391 LYNN AV #4	KINGSPORT	TN	37665	33428	I	9	8	3	
3	IN	HEATH	OH	645 PROFFITT LN	KINGSPORT	TN	37665	43056	O	9	8	3	
4	IN	COVENTRY	RI	1312 HAMPTON AV	KINGSPORT	TN	37660	02816	I	9	8	3	
5	IN	CLEVELAND	TN	582 LOVEDALE DR	KINGSPORT	TN	37660	37311	I	9	8	3	
6	IN	AUGUSTA	GA	1630 VANCE ST	KINGSPORT	TN	37664	30907	I	9	8	4	
7	IN	HILLIARD	OH	2304 INGLEWOOD DR	KINGSPORT	TN	37664	43026	I				
8	IN	NEWPORT	TN	4508 CEDARWOOD DR	KINGSPORT	TN	37664	37821	I				
9	IN	LENOIR	NC	1636 F ST	KINGSPORT	TN	37664	28645	I				
10	IN	GREER	SC	527 PITT RD	KINGSPORT	TN	37663	29651	O				
11	IN	CANANDAIGUA	NY	1163 DOROTHY ST	KINGSPORT	TN	37660	14424	I	9	8	11	
12	IN	CLEVELAND	TN	918 MALCOLM LN	KINGSPORT	TN	37660	37312	I	9	8	12	
13	IN	NEWPORT NEWS	VA	1041 RIVERSIDE AV	KINGSPORT	TN	37660	23602	I	9	8	12	
14	IN	VACAVILLE	CA	325 ROCK SPRINGS DR	KINGSPORT	TN	37660	95687	O	9	8	13	
15	IN	PINELLAS PARK	FL	2356 HIWASSEE DR	KINGSPORT	TN	37660	33781	I	9	8	13	
16	IN	MADISONVILLE	KY	1049 ALLANDALE CIR	KINGSPORT	TN	37660	42431	I	9	8	13	
17	IN	TABOR CITY	NC	1017 DALE ST APT A	KINGSPORT	TN	37660	28463	I	9	8	17	
18	INST	WARRIOR	AL	329 LEWIS LN	KINGSPORT	TN	37660	35180	I	9	8	17	
19	IN	NASHVILLE	TN	315	KINGSPORT	TN	37660	37211	I	9	8	18	
20	IN	WYTHEVILLE	VA	710	KINGSPORT	TN	37660	24382	I	9	8	18	
21	IN	JEFFERSON CITY	TN	1617	KINGSPORT	TN	37664	37760	I	9	8	19	
22	IN	MORRISTOWN	TN	1433	BLOUNTVILLE	TN	37617	37814	O	9	8	24	
23	IN	MIDWAY	TN	1932 GRANBY RD	KINGSPORT	TN	37665	37809	I	9	8	25	
24	IN	ABINGDON	MD	332 HIDDEN VALLEY RD	KINGSPORT	TN	37663	21009	O	9	8	27	
25	IN	CHARLOTTE	NC	1537 BRIGHTRIDGE DR	KINGSPORT	TN	37664	28270	I	9	8	28	
26	IN	RAEFORD	NC	1113 WATEREE ST	KINGSPORT	TN	37660	28376	I	9	8	28	
27	IN	COOKEVILLE	TN	908 COOKS VALLEY RD #14	KINGSPORT	TN	37664	38506	I	9	8	28	
28	IN	CHATTANOOGA	TN	1457 CAROLINA AV	KINGSPORT	TN	37664	3745	I	9	8	31	
29	IN	SPRING HILL	FL	530 JERSEY ST	KINGSPORT	TN	37660	34610	I	9	7	1	
30	IN	NEW YORK	NY	938 COOKS VALLEY RD #100	KINGSPORT	TN	37664	10002	I	9	7	1	
31	IN	LEXINGTON	SC	2205 SHEFFIELD ST	KINGSPORT	TN	37660	29072	I	9	7	1	

"New zip"
"New city"

"Old zip"
"Old city"

Microsoft Excel ribbon showing tabs: Clipboard, Font, Alignment, Number, Styles, and Insert. The Font tab is active, showing options for font face (Calibri), size (8), bold, italic, underline, and color. The Alignment tab shows options for text alignment (left, center, right, justified) and wrap text. The Number tab shows options for number format (General, currency, percentage, decimal places). The Styles tab shows options for conditional formatting, format as table, and cell styles.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	CINAME	CISTAT	INSTALL	CUTOUT	DIFF									
2	GATE CITY	VA	131	89	42									
3	BRISTOL	TN	141	100	41									
4	CHURCH HILL	TN	320	280	40									
5	ELIZABETHTON	TN	52	23	29									
6	ROGERSVILLE	TN	70	51	19									
7	BLUFF CITY	TN	36	23	13									
8	MORRISTOWN	TN	25	14	11									
9	PINEY FLATS	TN	48	37	11									
10	WISE	VA	21	10	11									
11	BIG STONE GAP	VA	23	13	10									
12	CLARKSVILLE	TN	10	2	8									
13	JACKSONVILLE	FL	11	3	8									
14	MADISON	NJ	8	0	8									
15	UNICOI	TN	9	1	8									
16	DELAND	FL	7	0	7									
17	CHARLESTON	SC	5	0	5									
18	CHESAPEAKE	VA	6	1	5									
19	CLEVELAND	TN	7	2	5									
20	FREDERICK	MD	5	0	5									
21	SYKESVILLE	MD	5	0	5									
22	APPALACHIA	VA	5	1	4									
23	CAMBY	IN	4	0	4									
24	CHATTANOOGA	TN	34	30	4									
25	CLINTWOOD	VA	5	1	4									
26	COOKEVILLE	TN	7	3	4									
27	DRYDEN	VA	7	3	4									
28	GRAYLING	MI	4	0	4									
29	HOUSTON	TX	5	1	4									
30	JACKSBORO	TN	4	0	4									
31	KISSIMMEE	FL	4	0	4									
32	KODAK	TN	6	2	4									
33	LEBANON	VA	5	1	4									
34	NEWPORT NEWS	VA	4	0	4									
35	NORTON	VA	9	5	4									
36	PIKEVILLE	KY	4	0	4									

Net difference by zip/city

Net difference = "Install" minus "Cutout"

U.S. Census Bureau

Population Estimates

[Estimates Main](#) [Overview](#) [Estimates Data](#) [Estimates Topics](#) [Geographic Topics](#) [Analysis](#) [Archives](#)

County Population Estimates

Cumulative Estimates of the Components of Resident Population Change for Counties: April 1, 2000 to July 1, 2008

Alabama Excel (24k) CSV (6k)	Alaska Excel (20k) CSV (4k)	Arizona Excel (18k) CSV (3k)
Arkansas Excel (25k) CSV (7k)	California Excel (23k) CSV (6k)	Colorado Excel (24k) CSV (6k)
Connecticut Excel (17k) CSV (3k)	Delaware Excel (17k) CSV (2k)	District of Columbia Excel (17k) CSV (2k)
Florida Excel (24k) CSV (7k)	Georgia Excel (34k) CSV (11k)	Hawaii Excel (17k) CSV (2k)
Idaho Excel (21k) CSV (5k)	Illinois Excel (28k) CSV (8k)	Indiana Excel (27k) CSV (8k)
Iowa Excel (27k) CSV (8k)	Kansas Excel (28k) CSV (8k)	Kentucky Excel (30k) CSV (9k)

TN Counties by Natural Increase (Deaths vs Births)

Sullivan County is Ranks 95th of 95 Counties

A	Table 4: Cumulative Estimates of the Components of Resident Population Change for Counties of Tennessee: April 1, 2000 to July 1, 2008							
	Geographic Area	Total Population Change ¹	Natural Increase	Vital Events		Net Migration		
				Births	Deaths	Total	International ²	Domestic
70	Houston County	53	-64	842	906	157	48	109
71	Perry County	122	-66	757	823	216	21	195
72	Cocke County	2,123	-74	3,435	3,509	2,356	54	2,302
73	Hancock County	-87	-75	648	723	24	5	19
74	Pickett County	-144	-88	447	535	-17	5	-22
75	Polk County	-385	-88	1,592	1,680	-202	23	-225
76	Overton County	853	-89	2,051	2,140	1,029	-2	1,031
77	Wayne County	-228	-90	1,392	1,482	-54	32	-86
78	Clay County	-178	-113	723	836	-28	38	-66
79	Giles County	-263	-134	2,732	2,866	3	54	-51
80	Greene County	3,248	-144	6,037	6,181	3,686	342	3,344
81	Fentress County	1,042	-145	1,684	1,829	1,276	35	1,241
82	Lake County	-631	-197	592	789	-383	5	-388
83	Jackson County	-137	-305	868	1,173	245	26	219
84	Decatur County	-443	-328	1,050	1,378	4	105	-101
85	Johnson County	613	-355	1,356	1,711	1,032	21	1,011
86	Carter County	2,752	-396	5,026	5,422	3,319	147	3,172
87	Hardin County	649	-402	2,338	2,740	1,167	33	1,134
88	Benton County	-344	-464	1,360	1,824	202	14	188
89	Cumberland County	6,789	-505	4,321	4,826	7,434	66	7,368
90	Gibson County	1,108	-512	5,145	5,657	1,857	147	1,710
91	Unicoi County	51	-562	1,500	2,062	681	-4	685
92	Carroll County	-767	-567	2,888	3,455	-89	39	-128
93	Henry County	667	-621	3,018	3,639	1,426	85	1,341
94	Roane County	1,520	-633	4,465	5,098	2,353	160	2,193
95	Sullivan County	850	-1,228	13,660	14,888	2,712	661	2,051

Retire Tennessee Communities

www.retiretennessee.org

Ramay.W.Winchester@TN.gov

Sorted by % Residing in Different State in 1995	Resided in Different State in 1995 (Total Population)		Resided in Different State 1 Year Ago* (Total Population)		Median Household Income		
County	2000	% of Population	2008	% of Population	2000	2008	Change
Cumberland County, TN	6,571	14.04%	1,933	3.66%	\$ 30,901	\$ 37,706	22.0%
Henry County, TN	3,610	11.60%	1,167	3.69%	\$ 30,169	\$ 36,758	21.8%
Hamilton County, TN	32,938	10.70%	11,710	3.55%	\$ 38,930	\$ 46,505	19.5%
Putnam County, TN	6,270	10.06%	2,375	3.40%	\$ 30,914	\$ 36,115	16.8%
TENNESSEE	567,966	10.0%	185,827	3.02%	\$ 36,360	\$ 43,662	20.1%
Jefferson County, TN	4,337	9.8%	2,146	4.28%	\$ 32,824	\$ 39,341	19.9%
Lincoln County, TN	3,051	9.74%	750	2.29%	\$ 33,434	\$ 42,699	27.7%
Sullivan County, TN	13,363	8.73%	4,738	3.09%	\$ 33,529	\$ 40,377	20.4%
Greene County, TN	5,061	8.0%	1,626	2.47%	\$ 30,382	\$ 36,192	19.1%
Hardin County, TN	1,868	7.30%	586	2.25%	\$ 27,819	\$ 31,231	12.3%
Robertson County, TN	3,437	6.31%	1,279	2.02%	\$ 43,174	\$ 48,375	12.0%



ZIP Code
Database



Postal Code
Database



ZIP Code
Maps



ZIP+4
Database

1-800-425-1169

ZIP Code List & Demographics Database Download: Digital ZIP Code Database & Maps

Our Products

- US ZIP Code Database
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- Historical Databases
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- FREE Website Tools
- FREE Store Locator

FREE ZIP Code Finder

Enter ZIP Code:

Search

*Find Info on any U.S. ZIP Code

Find ZIP of Address

Address(U.S.):

Town/City:

State:

Search

*Find the ZIP Code, county,



ZIP Code Radius Finder and Search

Please enter a ZIP Code.

Search Parameters

Find all ZIP Codes within 0 Miles And 5 Miles of ZIP Code:

Search

FY2011 Year-to-Date Relocation Report July-October 2010

www.MoveToKingsport.com

**SAMPLE
MONTHLY
REPORT**

During the 4 month period (July-October 2010), there were 525 new families in Kingsport (and 582 existing Kingsport area residents moved to a new location within the Kingsport area.)

The net difference is +444 families (July 2006-October 2010)

Of these 525 new families:

- 40 were new construction
- 485 moved into existing structures
- 261 relocated from elsewhere in Northeast Tennessee (< 35 miles, excluding Kingsport zips)
- 37 relocated from elsewhere in Tennessee (> 35 miles)
- 48 relocated from Southwest Virginia (<35 miles of Kingsport)
- 10 relocated from elsewhere in Virginia (>35 miles)
- 68% chose to live inside the city limits of Kingsport
- 72.5% of new construction was inside city limits of Kingsport

EXAMPLE OF 35 MI



Comparing this Fiscal Year-to-Date (July-October 2010) with the average Fiscal Years-to-Date 2007-2010:

- New residential construction is down -65.8%
- Out-of-state relocations to Kingsport are up 8.6%

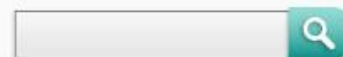
During the 4 month period (July-October 2010), 187 families moved from out-of-state (36 states):

Selected Metros Moving to Kingsport	
Charlotte	30
Orlando	27
Washington DC	24
Tampa	24
Asheville	21
Greensboro	18
Jacksonville	17
Daytona	16
Boone, NC	16
Fort Myers	13
West Palm Beach	12
Venice, FL	11
Raleigh	8
Melbourne, FL	7
Miami	7
Naples	7
Pensacola	4
Fort Pierce, FL	3
Panama City	1
	266

Another example using zip-codes.com to identify zip codes within a radius of a city. Zip codes are more specific than counties. Metros may span parts of several counties or states.



Contact Where is Kingsport? Calendar Jobs A-Z Index Site Map



8.6 °F, Scattered clouds



Our Community

I Want To...

City Hall

Departments

REPORTS,
STATISTICS,
DEMOGRAPHICS &
TRAFFIC COUNTS

DEVELOPMENT

Mayor/DKA
Downtown
SWOT Survey

Community
Awards &
Recognitions

Community
Profile

You are [Home](#) >

Reports, Statistics, Demographics & Traffic Counts

[Move to Kingsport Year-To-Date Relocation Report November 2010](#) - December 2, 2010

[Building Permits - November 2010](#) December 2, 2010

[New Businesses \(past 12 months\)](#) December 1, 2010

[Economic Indicators - October 2010](#) November 24, 2010

[Move to Kingsport Annual Relocation Report](#) July 1, 2010

[Building Permits - October 2010](#) November 2, 2010

[Building Permits - September 2010](#) October 1, 2010

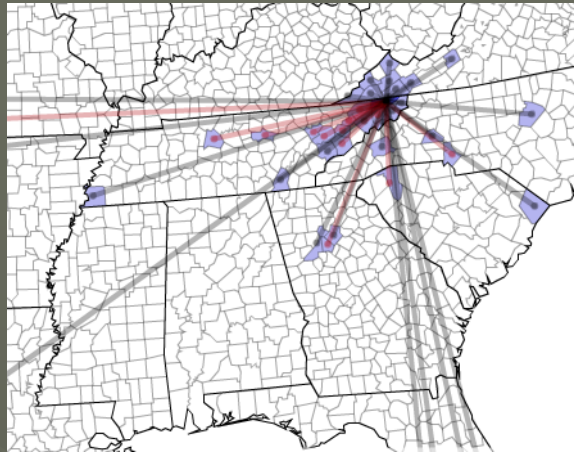
[Building Permits - August 2010](#) September 1, 2010



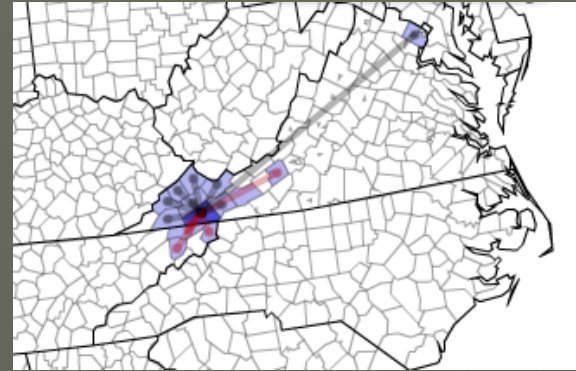
Free data (in this case, interactive!): Fortune Magazine (2008) Where Americans Are Moving

<http://www.forbes.com/2010/06/04/migration-moving-wealthy-interactive-counties-map.html>

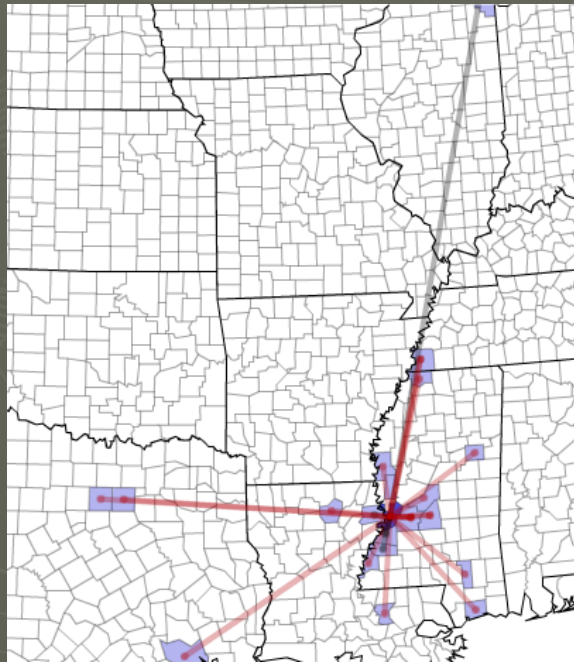
Kingsport
Sullivan Co,
Tennessee



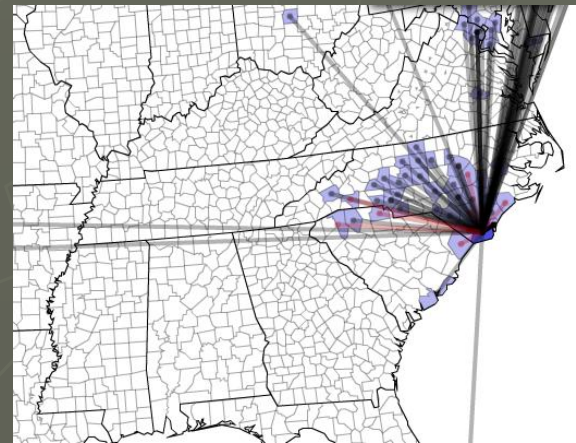
Bristol
Washington Co,
Virginia



Vicksburg
Warren Co,
Mississippi



Wilmington
Metro
Brunswick Co,
North Carolina



Example: University Research

Inmigrant Retiree Relocation Study

East Tennessee State University

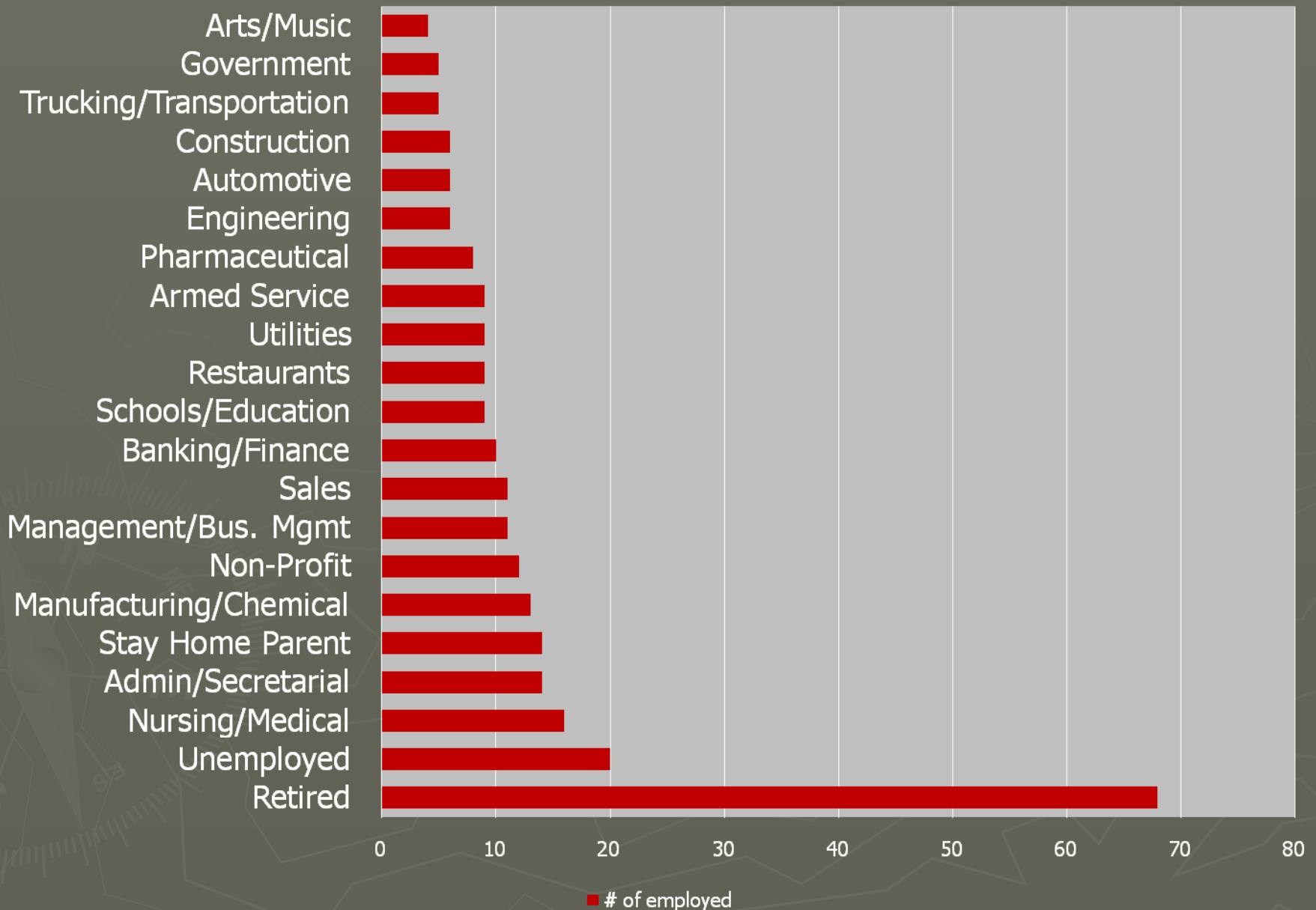
Christian McMullin, Planning Intern

- ▶ 17.3% response rate (of 1,280 calls)
- ▶ 220 households responded to the telephone survey
- ▶ 25% of households consisted of at least one recent retiree
- ▶ 64% of all respondents reported had no previous ties to the area
- ▶ Of the 55 retired households, 64% had previously lived in the Kingsport area and moved back
 - So there was in fact more of a tendency among retirees to “return to roots” than the rest of the newcomers.
- ▶ 44% of all respondents said low cost of living was a major factor in their decision to relocate to the area.
 - Among retirees, it was 55%

Telephone Survey

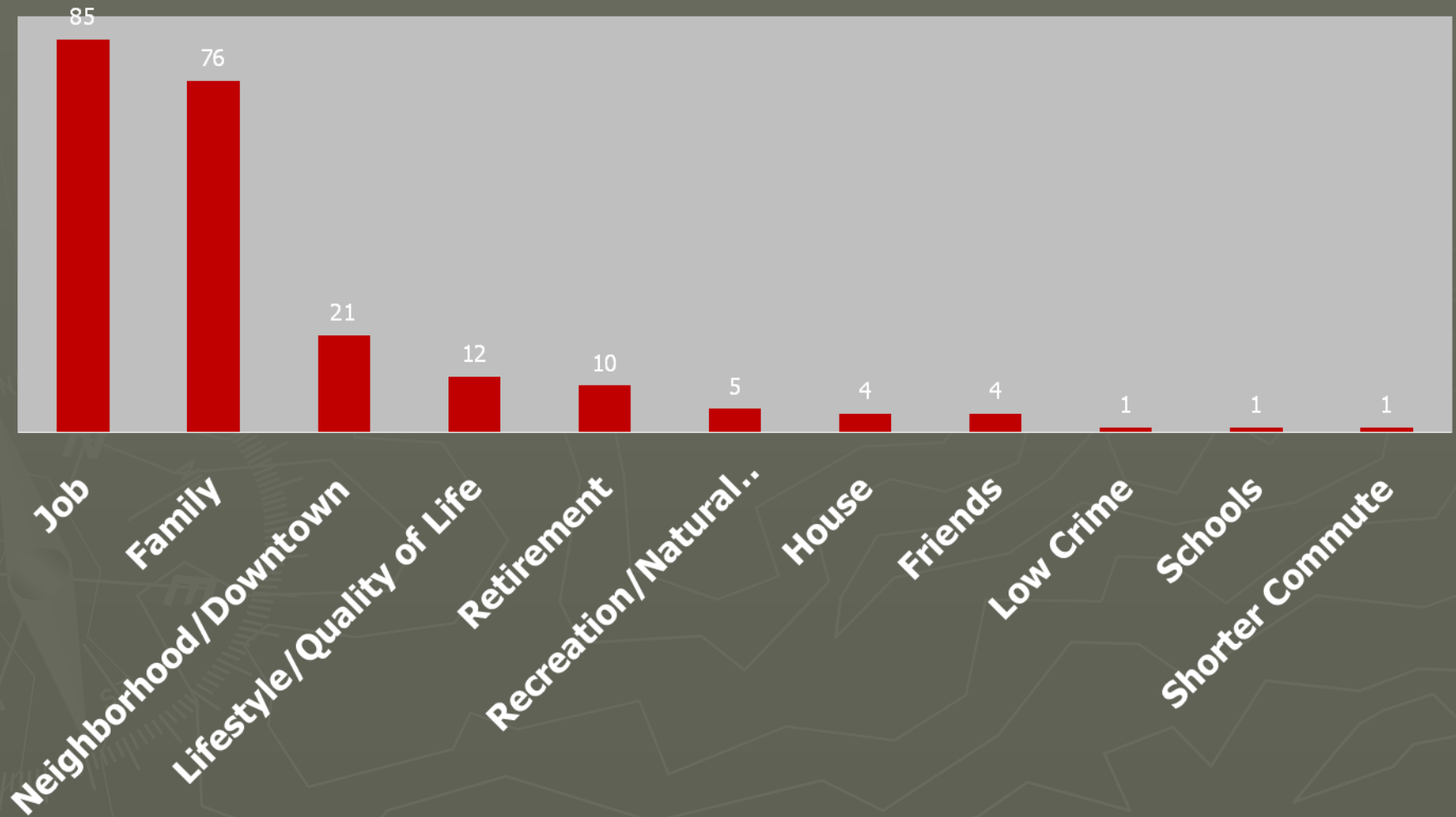
- ▶ Median age of adult newcomers was 43.4
- ▶ Median age of retirees was 59 (Baby Boomers!)
- ▶ Newcomers rated Sullivan County 7.9 in quality of life.
- ▶ Retirees rated it 8.1
- ▶ A great majority of the respondents felt they did not want to give a 9 or 10 in responding to a local government for fear of government complacency and leaving room for growth.

Top 20 Occupations of New Residents



Top Cited Relocation Factors in Sullivan County (Based on 220 responses)

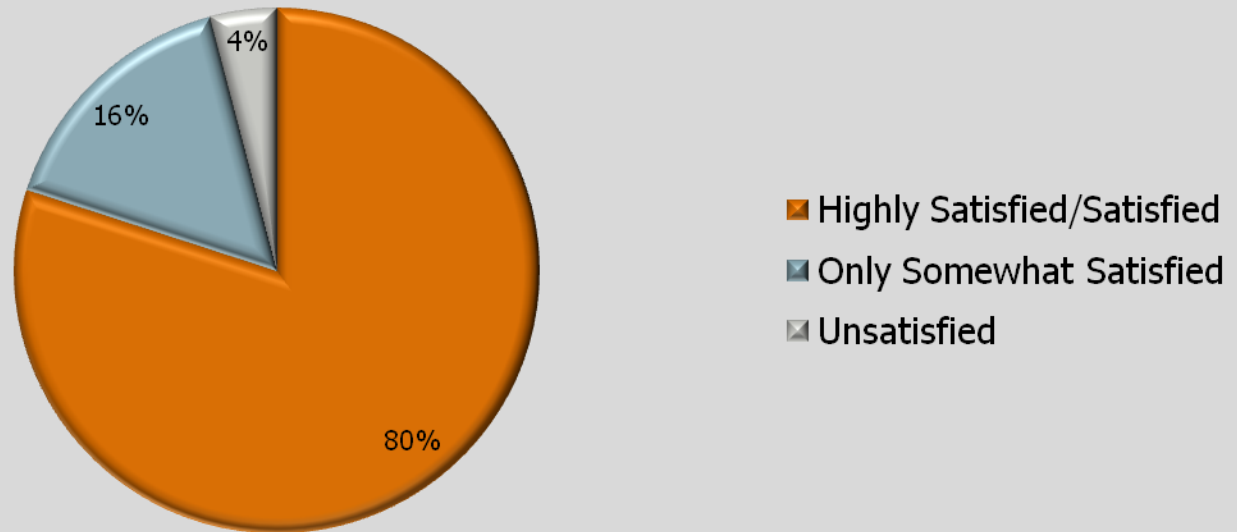
■ # of Responses



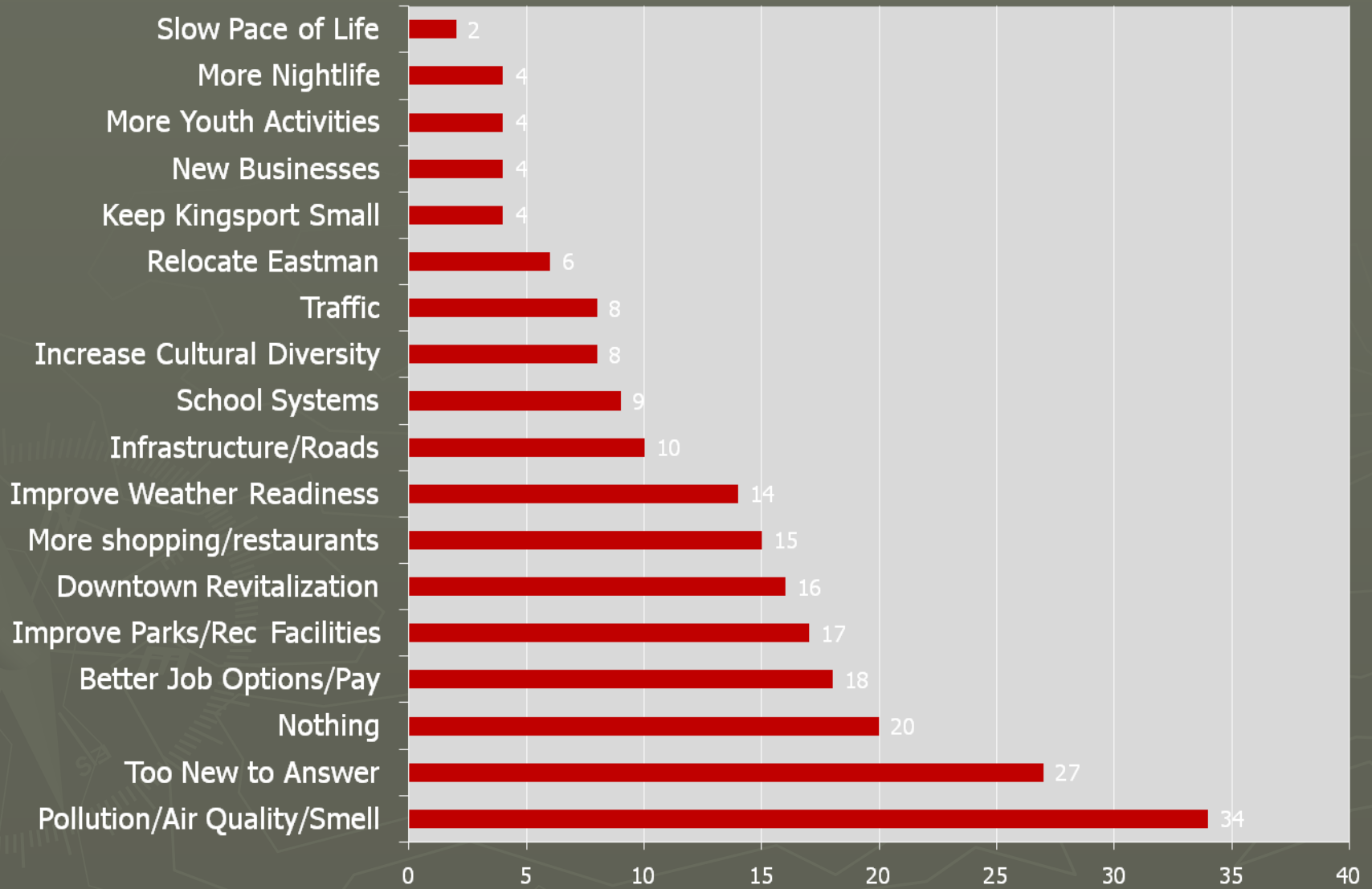
Top Relocation Factors

- ▶ A minimum of 23% responses were related to **amenities** provided in Sullivan County
 - 29% of retiree responses
- ▶ Among IMRs, 47% cited family as the biggest factor in their move
 - 30% for all newcomers
 - "Return to Roots" (Southwest Virginia)
- ▶ 8% of new residents stated past visits (including tourism-related excursions) supported their knowledge of Sullivan County

New Resident Level of Satisfaction with Sullivan County



What would new residents change or look to improve upon in Sullivan County?



Top Concern: Jobs

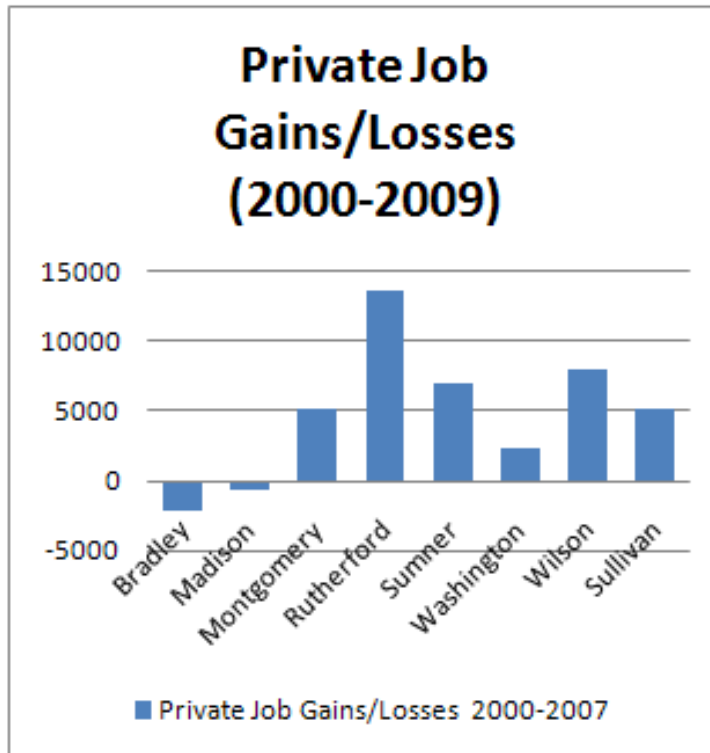


Table 17.1

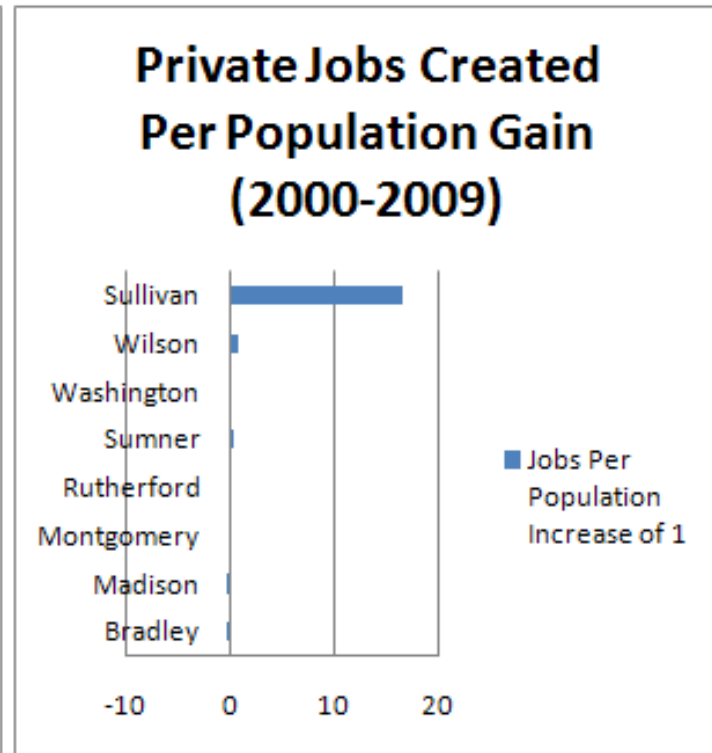


Table 17.2

Sullivan County has outperformed peer counties in private jobs created per population gain

Positive Impact of In-Migrant Retirees

- ▶ Any IMRs who have the means and wherewithal to make a significant move from another state or region to Sullivan County are likely to be more affluent than the average resident in Sullivan County.
- ▶ Nationally, 25% of all IMRs have incomes in excess of \$100,000. According to a 2005 Merrill Lynch Study, baby boomer household average income is \$53k, well above the national average (Harris Interactive, 2005).
- ▶ Over 30% of migrants to Tennessee between the years 1995 to 2000 had at least a bachelors degree. Only 19% of the Sullivan County population had a bachelors degree as of 2008, while 24% of Kingsport had at least a bachelors degree.

Positive Impacts of IMR's

- ▶ Increased average income levels for local economy
- ▶ Increased # of positive tax payers
- ▶ Increases in property tax base, bank deposit base
- ▶ Property tax revenues rise
- ▶ IMR professional expertise and financial resources
- ▶ Less strain on environment and criminal justice system
- ▶ Development of medical hub

Cost of Living – A growing concern with 'Great Recession' of 2009

- ▶ According to the 2010 Cost of Living Rankings of Relocation Essentials LC, Sullivan County's cost of living is 25% less than the national average.
- ▶ The Tax Foundation estimates that Tennessee's total tax burden is 8.3% of income, 44th out of 50 states (Hagen, 2009)
- ▶ City + County Property taxes on a \$ 200,000 home in Kingsport are \$2,000
- ▶ Tennessee has no income tax on salaries/wages

Cost of Living – A growing concern with 'Great Recession' of 2009

- ▶ Within the current recession of 2009 and 2010, baby boomers have lost an estimated 20% of their savings, an equivalent of around 2 trillion dollars.
- ▶ This bodes well for less expensive alternative retirement destinations like Sullivan County and Kingsport.
- ▶ Boomers are less likely to retire in an organized, gated community. They want multi-generational amenities/facilities and do NOT want to be viewed as their parents were viewed in retirement

Financial Impact of IMR's

- ▶ IRS filings for Sullivan County (earnings or taxable assets):
 - 2005-06: net increase in 151 households, average income = \$54,331
 - 2006-07: net increase of 414 households, average income = \$63,743
 - 2007-08: net increase of 332 households, average income = \$62,984
- ▶ Compared to the median income of \$33,529 of Sullivan County in 2008, the average income of new filings for 2008 were 88% greater than that of the median income.
- ▶ This supports the idea that the majority of IMR households will increase county fixed income streams of taxable assets and work as a stabilizing force on the economy.

AARP Survey

AARP Livable Community



A Livable Community Survey of the Greater Kingsport, TN Area: A Place to Live, Work, and Play for a Lifetime

Report Prepared by Terri Guengerich

Survey Developed by Margot Seay, AARP Tennessee State President; Kathleen Beine, M.D.; and Terri Guengerich

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Washington, DC 20049
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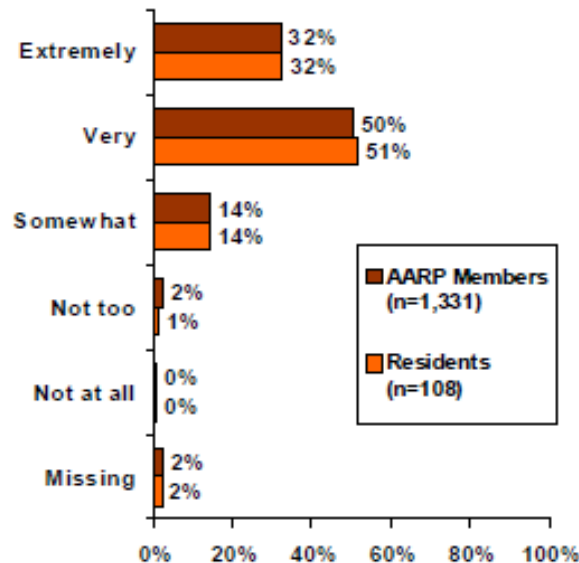
*Most respondents were “Greatest Generation” and “Silent Generation” – very few Baby Boomers – which is a major gap because boomers will be the greatest retirement influencer for the next 30 years

AARP Livability Survey

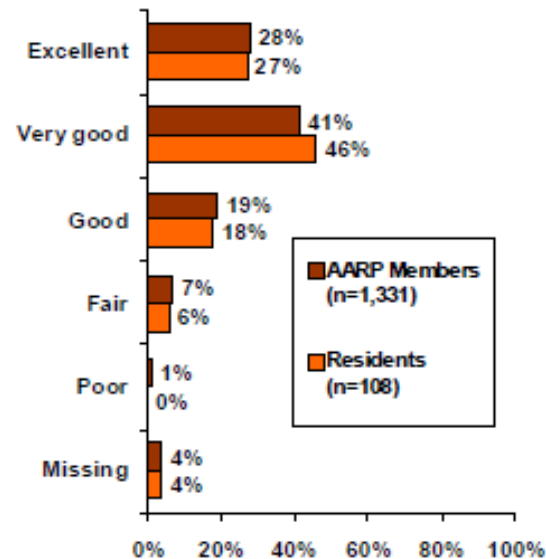
Kingsport, Tennessee

Eight in ten members say they are extremely or very satisfied with the Greater Kingsport Area as a place to live. Community residents of the Greater Kingsport Area in our convenience sample also expressed similar levels of satisfaction.

Satisfaction with the Greater Kingsport Area
as a Place to Live



The Greater Kingsport Area as a Place for
Older People to Live

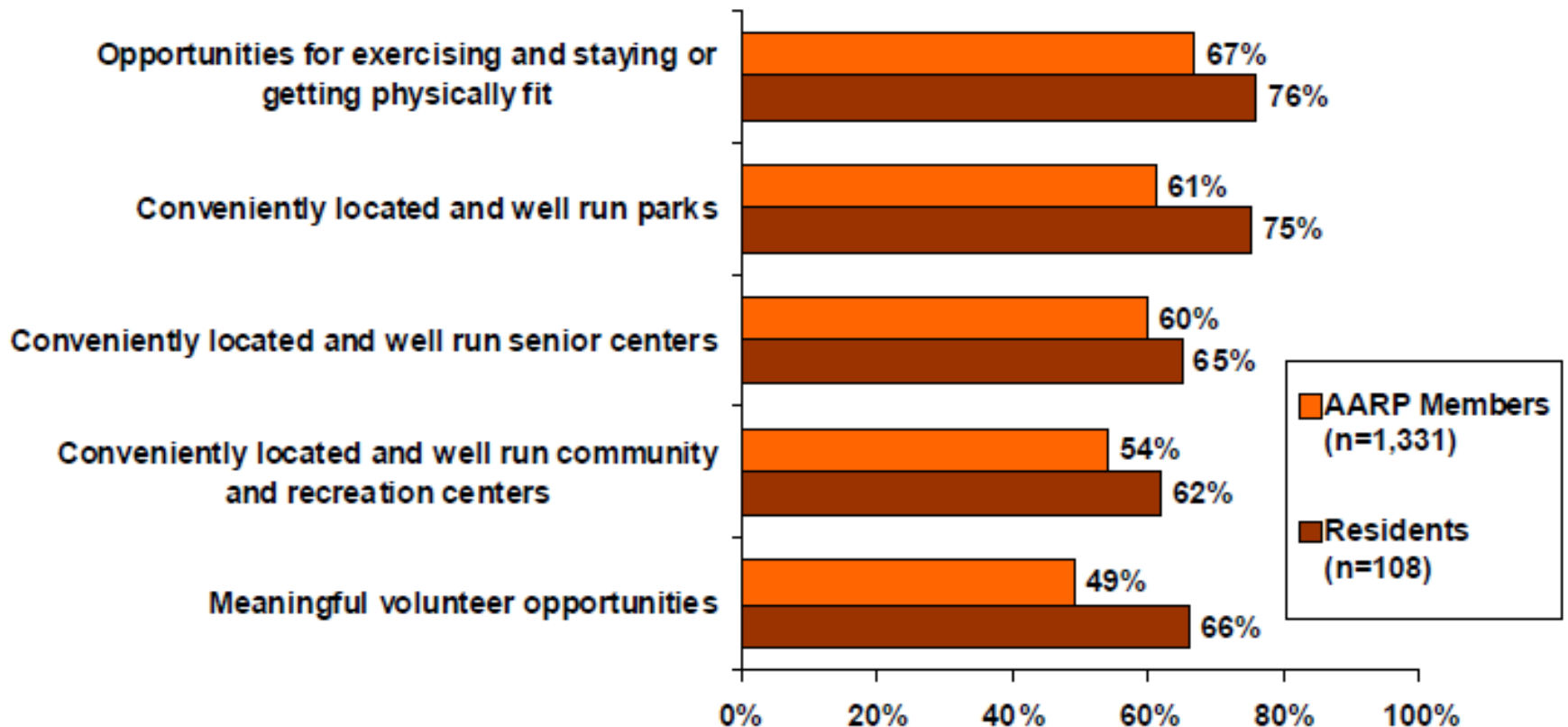


When Greater Kingsport Area members and residents think about their future, about seven in ten say it is an excellent or very good place for older people to live. Less than 10 percent of members and residents rate the Greater Kingsport Area as a fair or poor place for older people to live. In fact, older AARP members (those 65+) are more likely to rate the Greater Kingsport Area as an excellent place for older people to live.

AARP Livability Survey

Kingsport, Tennessee

Activities of Importance (Extremely & Very) to AARP Members & Community Residents



AARP Livability Survey

Kingsport, Tennessee

The biggest gap identified between what is important and what exists in the Greater Kingsport Area in our list of activities is well run and located community and recreation centers.

However, the spread of this gap is relatively low. No gaps were present in terms of senior centers and meaningful volunteer opportunities.

Activities in the Greater Kingsport Area (n varies based on awareness of attribute)	Gap	Importance of Attribute	Existence of Attribute
Conveniently located and well run community and recreation centers (n=870)	-11.9%	92.8%	80.9%
Conveniently located and well run parks (n=1,102)	-2.7%	95.2%	92.5%
Opportunities for exercising and staying or getting physically fit (n=1,101)	-1.8%	94.6%	92.8%
Conveniently located and well run senior centers (n=1,067)	0.4%	92.7%	93.1%
Meaningful volunteer opportunities (n=1,014)	7.3%	89.5%	96.8%



YMCA and Aquatic Center

- \$15 million
- Fitness, Competition, Wellness, Leisure
- Zero depth entries, ADA accessible
- Family/assisted changing rooms
- Indoor-Outdoor
- All ages and abilities
- Collocated with new YMCA
- Construction 2011, Completion 2012



V.O. Dobbins, Sr. Community Center

- ▶ \$8.2 million / 46,000 sf
- ▶ Gym Space / Ballfields
- ▶ Community Rooms
- ▶ Non-Profit Center



VO Dobbins Community Center

Cain
Rash
West



New life in these old halls

V.O. Dobbins Sr. Complex dedicated

■ 'My father would be so proud of this historic moment. It's an emotional moment, it really is.'

— Van Dobbins Jr.

By MATTHEW LANE
mlane@kingsportnews.net

KINGSPORT — The dedication of the newly renovated and expanded V.O. Dobbins Sr. Complex on Friday brought forth much applause, many thanks and moments of nostalgia and emotion for those in attendance — an event years in the making and one some say was long overdue for the Riverview community.

Kingsport held a ribbon cutting for the



Above, Dr. Carroll Van West, director of historic preservation at MTSU, unveils the new historical marker for the V.O. Dobbins Sr. Complex during opening ceremonies on Friday. Below, Van Dobbins Jr. speaks at the ceremony. At left, Andra Watterson, class of 1963, sings the school song for Douglas High School with fellow alumni, accompanied by the Dobbins Bennett High School Band.

1 see
Video Report
www.4thnews.com.net

ject that has occurred at the facility during the past 15 months.

Built in 1961 and named after abolitionist Frederick Douglass, the building served as Kingsport's "black only" school — Douglas High School — until 2009 when students were assimilated into all-white schools throughout Kingsport. The city then turned the facility into a community center, renaming it after longtime Douglas Principal Van Dobbins Sr.

Today, the complex is home to the Un-



The Future: Kingsport Public Library Expansion





Assistant City Manager for Development
JeffFleming@KingsportTN.gov

Download this presentation at
www.development.KingsportTN.gov/presentations



American Association of Retirement Communities (AARC) www.the-aarc.org

- ▶ Memberships range from \$50/year (individual) to \$350/year (larger communities and businesses)
- ▶ Webinars with your membership
 - December Mr. Jeff Fleming, Kingsport, TN www.development.kingsporttn.gov
 - January Dr. Jim Taylor, Waterbury, CT <http://www.harrisingroupinc.com/>
 - February Mr. Joe Verdoorn, Austin, TX <http://blog.secplanning.com/page/Joe-Verdoorn.aspx>
 - March Mr. Berkeley Young, Charlotte, NC <http://youngstrategies.com/berkeley.html>
 - April Mr. Dave Robertson, Wilmington, NC <http://www.rpisales.com/index.html>
 - May Mr. Bill Houghton, Savannah, GA <http://www.thelandings.com/>
- ▶ Annual Conferences
 - 2011 Mississippi Gulf Coast
 - 2010 Wilmington, North Carolina
 - 2009 Chattanooga, Tennessee